

## **Abstract**

The bachelor thesis *Presentation of singles in women's lifestyle magazines (2002 - 2012)* deals with the phenomenon of singles and its presentation in selected lifestyle magazines for women in 2002 - 2012. It's divided into a theoretical and an analytical part.

The theoretical part focuses on some core themes of media theory, such as the construction of media reality and media influences and effects on values and behavior patterns of the audience, and sociological perspective on the social group called singles. Separate sections are dedicated to the definition of singles and the issue of typology of singles. There is a brief outline of the historical development of the phenomenon of singles followed by a brief discussion on how this phenomenon is perceived by contemporary Czech society.

The empirical part is based on a quantitative content analysis, which examines the frequency and character of articles about singles in selected magazines (*Cosmopolitan*, *Elle*, *Marianne*). The hypotheses are based on general principles of media production and at the same time reflect the fundamental political, economic, social and cultural events that took place during the examined period. The results of the analysis are summarized in the conclusion of the thesis.